

# **OUTDOOR RECREATION TASK FORCE**

## **MEETING MINUTES**

Wednesday, February 18, 2004

10:00 a.m. – 5:00 p.m.

One Utah Center

Eleventh Floor

### **MEMBERS/ASSOCIATE MEMBERS PRESENT**

CURTIS, Wes	Governor's Office of Planning and Budget	State Planner
MORGAN, Bob	Utah Department of Natural Resources	
GOCHNOUR, Jeff	Utah Division of Business and Economic Development	
KORENBLAT, Ashley	Western Spirit Cycling – President	
GRIFFITH, Sheri	Sheri Griffith Expeditions	Owner/CEO
STEVENS, Lynn	San Juan County Commission	
ZUMWALT, Glen	Big Pine Sports Inc.	President
STOWELL, Dennis	Iron County Commission	
METCALF, Peter	Black Diamond Equipment	CEO/President
MCKEE, Mike	Uintah County Commission	
RASMUSSEN, Mark (Roody)	PETZL America	
CUTLER, Riley	Wasatch Touring	Owner/Manager
REEDER, Dean	Utah Division of Travel Development	
NELSON, Courtland	Division of Parks and Recreation	
HARMSSEN, Steve	Salt Lake City Council	

### **GUESTS PRESENT**

BANKS, Don	U.S. Department of the Interior	Chief, External Affairs
BIRD, Margaret R.	Utah State Office of Education	School Trust Lands, Spec.
MACKAY, Craig	Outdoor	
SPANGLER, Dawna	Deseret Morning News	

### **Call To Order/Introductions**

Wes Curtis of the Governor's Office called the first meeting of the Outdoor Recreation Economic Ecosystem Task Force to order.

Governor Olene S. Walker gave a brief message to the task force thanking them for their participation and encouraging them to find concrete areas they can agree on. She further stated that balance will be a challenge to them in finding ways to preserve our natural resources and at the same time benefit the local communities. She agreed with Sheri Griffiths of Sheri Griffiths Expeditions that sustainability is exactly what we have to have.

**Note: See Appendix A for in-depth introductions of members.**

**Discussion led by Diane Hamilton, SISNA Facilitator**

<b>VISION</b>	<b>ACTION</b>
Specifics	
Mountain Biking/Trail Development	Infrastructure on trails e.g. Restrooms, camping, parking
Networking, respect, horses	
Equestrian capacity	Trail tied together Beaver, Iron and Washington, Piute trail San Juan and Grand, San Pete, Carbon and Emery
Beauty of Moab	Tailings removal in Moab
	Relationships with Federal Agencies expedite processes. Overcome obstacles, local officials support.
Multiple use vision	
Preservation has to be a value Different types of trails	Takes money to do environmental work, expensive
	Task force needs liaison from Federal Land Agencies
Full spectrum of Outdoor Recreation	
Learn lessons from other kinds of tourism	Recreationists to local businesses, bring in \$\$\$
Needs to be compelling, beautiful, etc.	
Products in a box so to speak.	Package deals. Recreation experience is a product or package.
Safer experience!	
Beauty protected	Protection to provide wilderness experience
Stewardship	Appropriate, responsible development
Wild places need to be available for remote experience.	
O.R. provide economic base to communities	
	e.g. Outdoor Retail Show in Southern Utah
Task force to identify places	
Where do we begin to work?	Concrete actions
<b>WORRIES</b>	
Appropriate scale	
Unique Utah	
202 lands?	
What will happen?	
Is initiative to big? Funding?	
Quality has to be ensured.	
Succeed, Bragging possibility	
	Develop Cowboy Poetry events to draw people
Decisions need to be based on the facts	Data (Wes)
Vision includes the big picture not just specifics	
Opportunity to connect disjointed land management	Quality has to be insured.
Need values and principles to guide group	
Respectful process, civility prevails	

## **Comments – Outdoor Recreation Task Force 2-18-04**

Wes: “We need to learn lessons from the past. Cost efficiency. Connect recreationists with local businesses.”

Peter: “Aspirations need to include remote areas and wild places that are accessible.”

Lynn: “We need adequate dollar resources to succeed.”

Dean: “Is the initiative too big?”

Glen: “We need facts.”

Bob: “Civility will not reign.”

Roody: “...come back to a mission statement.”

Steve: “The State has a huge amount of resources. Utah will be different ten years from now! It’s a matter of what and when. We need to help the State channel where this road is going. We can be a vehicle to guide the state.”

Dennis and Peter: “Some don’t appreciate their own recreational areas. User groups are critical. This is comprehensive to this area.”

Kyle, Sheri, Peter: “You will generate more success from the bottom up. A grass roots approach will be more successful, rather than us dictating.”

Ashley: “We may have enough diversity in this group to get the needed representation. We need to identify our greatest assets first. We need to be as open as possible. Let’s send a letter to the counties. We need to get their list quickly!”

Steve: “We could release to the press that we are developing a giant list of areas of activities. We want user groups. A county by county analysis is needed. Where are the best places to go in each county?”

Lynn: “How do we let the world know? How to communicate the message? Input from businesses, etc...”

“How do we get users to buy in?”

“Bringing people in from outside and/or dealing with locals..”

“Major pop centers growing heavily... The West is made up of metro areas.”

Peter: “This is a great story for national press.” ‘Utah has gone through this process to determine....’ Have the Governor on the floor of the Outdoor Retailers Trade Show or in an outdoor setting.”

“Most Counties support Economic development.”

Dean: “But they hold their noses to tourism.”  
“We crave tourism.”

### **DISCUSSION GROUPS (3)**

#### **Process - West End (Group 1)**

1. Identify Recreational Activities Identify, Subgroup Categories
  - a. Ask questions to counties – World class destination include travel council, agencies
  - b. Destination Industry/Activities
    - I. Task force determine (not public)
    - II. Develop long-standing principles
2. Identify Areas Important to above activities. Prioritize (Equestrian, etc.)  
Best area in state for that activity. Snowmobile etc.
3. Develop Assessment tool (matrix)
  - a. Sustainability
    - I. On the ground
    - II. In the community
  - b. Opportunities
  - c. Barriers

#### **Process - Peter’s Group (Group 2)**

1. Identify the activities and the unique requirements
  - a. Identify their levels & specific requirements.
  - b. What is compatible use?
2. Where are these areas? By
  - a. Activity
  - b. Activity Sub-groups
  - c. Accessibility issues
3. How to do -
  - a. Identify specific user groups & activities
  - b. Consult with regulatory agencies
  - c. Consult with local communities
4. Each user group creates their ‘wanna have’ map of important areas & needs
5. Initiate A ‘Horse Trading Process’ with
  - a. User groups
  - b. Land Managers
  - c. To create a consensus map
6. Take map transition to consumer products – Education & Communication

<b>USER GROUPS</b>	<b>PROCESS</b>	<b>ASSETS REQUIRED UNIQUE ASSETS</b>	<b>ACTIVITY</b>
River Runners	User Groups	Running water and scenery	Kayaking; Rafting; Canoeing
	Regulatory Agencies	Guides; Outfitters; Rental stores; Shops; Hotels; Restaurants	
Climbing		Crag; Spire; Peaks	

**Trends:** Commercialization of outdoor activities!

### **Discussion Group 3**

They expressed support of what was already listed by the previous two groups.

#### **Facilitator discussion:**

Recreation Economy	Local Communities
	1 week retail convention in So. Utah
Locals are important because % of out of state recreation (interest) is small	Counties are looking for diversity; increase in sustainable tourism. (some do not)
Public lands need to be looked at in new light. (Ashley – Important point! Not change land but keep it pristine. 99% of business is from out of state. What are we marketing?)	
State craves non-state money coming in. Extra boost. Including International.	
Users understand & will protect land.	Guided tours, County sponsored events.
Product exports are significant	Locate businesses in rural areas. Ralph
	Local communities can move from passive to active support for Gateway status.
Define tourist. Out of state money more valuable) Peter	
Tourists can be renamed “Back Country Adventures” (we need to address the new reality of a statewide schism)	State shouldn’t tax, should be local
e.g. HB31 ATV Legislation isn’t supporting transition.	Events, center of certain activities.
Role of lands, Public activities, etc. in Utah lifestyle.	Balanced w. extraction industries. Boot tax. Destination points
Incorporate economic drivers into deliberations of committee.	Credit cards, collections, guided tours, small business support.
“Utah” Brand needs promotion!	Transportation & Technologies

	infrastructure E.g. Consumer Bike Show
Focus on users regardless of in-state or out.	Hikers license, free helicopter ride
Welcome mat, information, signs, etc.	Rescue Insurance
(Some lands aren't taxable, diversification or more revenue economically feasible)	Economic development Community help, Business Plan, etc.
Recreational economy takes time, entrepreneurial	
(Wes, \$300,000 cost of ambulance, Emery)	
	Facts, data re: income streams "Build it – they will come." People don't mind user fee if they see the value. Value needs to show up.
	Adjust PILT formula (PILT w. recreation – Dean)
	Cost shifting issues need to be looked at
	Grow pie bigger/locals will benefit
	Trade shows! (Steve transient room tax...for local communities) Open OIA trade show to public ½ day – Jeff. Buy or see things? Craig Mackay of Outdoor Association.
<b>Outdoor Recreation Capital Task Force</b>	
Vision, mission, core values. (Exec Order)	
Goals and objectives *	
I. Identify Crown Jewels	
II. Address public land issues	
III. Local Economy Policy	
IV. etc.	
Government Relations	
Data and Information Expertise	Comparative info re: recreational economy and extractive economy (State provide) Emails from U of U and Utah State. Access their researchers.
Actions	Michael, Ashley, Lynn, Dean, Bob, Roody Sub-committee to provide process for determining areas of focus for each county. Teleconference for sub-committee upcoming.*
Media	
Task force governance	Executive order
Process	
Meetings	8 <sup>th</sup> of April 2004 Salt Lake
Notes	
Next steps	(Survey the counties.)

	<p>I. Data on recreational Extraction \$</p> <p>II. Commerce, develop process on Crown Jewels (name change suggested – “World Class Destinations” by Ashley.) Including category of activities before next meeting.</p> <p>III. Tap BLM on planning process.</p>
<p>(Don Banks: Take hopes and dreams and make the allocations. Is that a place for... Start w. Uintah etc. BLM information gathered. (RMP’s brought up) There is a planning process underway. This is an amazing opportunity to move forward.”)</p> <p>“World Class Destinations” instead..... (Ashley)</p> <p>Wes, promotional gold mine, if done right</p> <p>Assignments: Process for determining Crown Jewels...What is a world class site-criterion.</p>	
Subcommittees	
Next meeting:	April 8, 2004 Salt Lake
Facilitator, Diane Hamilton	Email: dianehamilton@sisna.com

### **Action Items:**

- Sub-committee to provide process for determining areas of focus for counties. They will provide this information for the group before the April 8<sup>th</sup> meeting. This committee includes Wes, Michael, Ashley, Lynn, Dean, Bob and Roody.
- Via teleconferencing this sub-committee will determine process.
- GOPB will explore the possibility of a recreation economy vs extraction economy study.

## **APPENDIX A**

### **Introductions:**

Outdoor Recreation Task Force (of Utah)

#### **Wes Curtis, State Planning Coordinator Governor's Office**

"I grew up in Orangeville. My father was a rancher and a schoolteacher. My childhood was like Huck Finn's. I love the outdoors! I like to hunt and fish. I have some secret fishing spots. Of course you can't catch King Salmon there like you can in Alaska but there are some excellent fishing spots here in Utah.

"Something some may not know about me is that I am an avid guitar player. I played in a rock 'n roll band in high school and college. I know that sounds funny but it's true.

"I am on loan from Southern Utah University's Center for Rural Life to work for the State.

"I know defeat when it comes to getting a bill passed. I saw two bills defeated in Washington regarding the San Rafael Swell."

#### **Bob Morgan, Director Department of Natural Resources:**

"I grew up in Southeastern Utah. My father worked for the Department of Agriculture. I enjoy camping with my family and fishing and hunting. I like Fly-fishing. I have some secret fishing spots here in Utah. I've been involved in Scouting and that has influenced my love for the outdoors.

"I have worked for the State for thirty-four years. Twenty-seven years were in the Water Department.

"Something people don't know about me is that I spent eighteen months screening pap smears!

"No state can compare to Utah's resources."

#### **Jeff Gochnour, Director CED, Division of Business & Economic Development:**

"I am a native of Utah. I studied civil engineering at the University of Utah. I have a degree in journalism and received my MBA from Duke University in North Carolina. I managed the Real Estate holdings for The Gastronomy Group.

"I am an outdoorsman. I enjoy running, mountain biking and the Scouting program.

"Something people don't know about me is that I played the piccolo in band. I played the piccolo in the U of U marching band."

#### **Dean Reeder, Director CED, Division of Travel Development, Travel Council**

"I grew up in Northern Utah. I saw how a community can change. Thiokol brought many changes. It brought awareness to me of the Space world. This all had an impact on my childhood.

"Don't ever have a weather dependent business. I saw crops freeze.

"I worked in the ski industry. With snow making capabilities we offered storage on the mountaintops so farmers could have water. So the ski industry and farmers united their efforts to help the economy.

(He also mentioned the start of organized River Runs with guides and how that came about.)

“Something people don’t know about me is that I played the Coronet in the Box Elder High School band.”

**Courtland Nelson, Director  
DNR, Division of Parks & Recreation**

“I was born in Blanding. I am the Chairman of their 100 year celebration in 2005. “My Grandparents came through Hole in the Rock...”

“I grew up on a horse. I love the outdoors.” (US Geological Survey)

**Lynn H. Stevens  
San Juan County Commissioner**

“I worked at the Pentagon for ten years and in light of this mornings bomb threat I know that these things are serious. I knew two of the people killed there on 9/11. At the Pentagon I was over equipment development and had a twenty billion dollar budget in comparison to a four million dollar budget I work with now. (I have an MBA from the U of U.)

“I retired from the army in 1991. I worked for forty years straight and never had a sick day in all of those years. I attribute that to strenuous activity.

“I was married for forty years when my wife died and then I decided no more twenty hour days at work for me.

“I love the outdoors. For Equestrian activities Blanding and Southern Utah are the best. If you can’t ride a horse, then snowmobile.

“Something unique about me is that I was asked to evaluate the Federal Procurement Law which includes 800 laws. Some of these laws break others.”

**Michael (Mike) J. McKee  
Uintah County Commissioner**

“I live in Tridel. I worked in Vernal... I ran the mile. I’m involved in High Uintah horse racing... Some points of interest: President of School Board; Uintah Applied Technology; Dairy Farmer... I have an alfalfa farm that is 500 acres. I met with the BLM... We need to target and develop trails. There is Gilsonite in Utah which is a rare commodity. Goals: Energy industry...multiple use ...preserve lifestyle.

“I learned two hymns on the piano.”

**Dennis Stowell  
Iron County Commissioner**

“I live in Parowan. Parowan is called the valley of the little Great Salt Lake. Governor Matheson is buried there.

“Iron County owns a recreation area near Cedar City for Rock Climbing. These are rocks people climb with jeeps and pick up trucks. We’ve had as many as 10,000 people come to witness this.

“I own about a thousand acres which I farm. There has been a lot of consolidation of farms. It used to be that farmers had a few hundred acres but now it is in the thousands of acres. I like to ranch and I own or care for 1500 head of cattle. We run a herd of sheep on Brian Head peak.

“I graduated from BYU with a Masters in Chemical Engineering. I have worked with hot metals like aluminum. And I am a licensed Professional Engineer in Chemical Engineering with the State of Utah.

“I can play the radio. I love horse-back riding. I developed the Parowan Heritage Park and walking tour.”

**Steve Harmsen**  
**Salt Lake County Council Member**

“I like to golf! I do not play an instrument.”

**Ralph Okerland**  
**Sevier County Commissioner**

“My field is agriculture. I have a Monroe dairy farm.  
“While I was attending the University of Utah my Dad broke his back. I left school but later received a teaching certificate. I was on the City Council during the flood years and that was bad. ... Mayor for one and one-half terms. I spent nine years on the Commission.

“We have had a 2% growth rate (in Sevier County) for no reason. People just like rural areas. From 1970 to 2000 our population has doubled. My Dad said, “There’s a lot of people on my mountain!”

“I like to travel in cars and go touring with my grandchildren. I’ve given service as a fireman for twenty years which has included EMT type of work.”

**Peter Metcalf**  
**Black Diamond Equipment**

“I am the President and CEO of Black Diamond Equipment in Salt Lake City. (Rock climbing and back country skiing equipment) I was born in New York City. I lived with my parents overseas... I’ve been involved in Scouts and climbing; Maine – University of Colorado – CA. Peter Drocker taught me his approach to thinking of issues. Think big and high then get down to specifics. Mt. Club... I’ve done mountain climbing all over the world including South America, and have done several first ascents. People need a purpose to travel. We start with team work together and then individual. Standard equip.....Climbing Mountaineers.....Back Country...”

**Mark (Roody) Rasmussen**  
**Petzl America**

“I live in Salt Lake City and direct Petzel’s North American Operations. I was responsible for Petzel’s decision to locate their operations in Salt Lake City. Petzel is headquartered in France.

“I play the guitar and especially enjoy playing old time fiddle tunes.

“Eight years rope tow life-line.... My Dad was a traveling salesman. When I went climbing in Cedar Breaks I thought I had discovered it.

“I went to the U of U and graduated in Political Science. I attended law school which I left and went to work for the Ski Patrol at Snowbird. I love Vertical Sports. The epicenter for them is here in Utah.”

**Riley Cutler**  
**Wasatch Touring**

“I grew up on a dairy farm in Preston, Idaho. I lived in the Panama Canal zone in high school. I was living in Panama City at age 18. Then we moved to Pocatello. I attended the U of U. I have been a soccer referee and coach. My favorite outdoor sport is back country telmark skiing. I like to backpack.”

**Sheri Griffith**  
**Sheri Griffith Expeditions**

“I live in Moab. I grew up in Denver. I trained race horses for 50 mile races. I love river rafting and have spent 30 years in the Adventure Industry. When I was young my Dad broke his neck so every one of us had to go to work.

“State....CLB, UDOT, Gov. WM & family..... I’ve been a risk management consultant for international companies. I have seen the Adventure industry develop to where the guides are now making \$100.00 a day.

“I was in a river rafting accident in Santa Barbara Chile in 1980 during Pinochet’s coup. I didn’t know it at the time but it was a CIA helicopter that transported me.”

**Ashley Korenblat**  
**Western Spirit Cycling**

“I grew up in Arkansas. I attended Dartmouth College and Business School. I worked on Wall Street.

“I like skiing and biking. I ran a bike factory in Boston called Merlin Metal Works. I’ve been President of IMBA. I purchased Western Spirit Cycling shop eight years ago in Moab. Trail care group. Wales, England... Weekend destination spot! Moab Trails Alliance is a trail care group that I belong to.

“We need to seek ways to meet the demands of recreational visitors.”

“I am in the Mountain Bikers Hall of Fame and I like ballet.”

**Glen A. Zumwalt**  
**Big Pine Sports**

“I am a civil engineer. My father has written books on.. I worked for Boeing.

“I have lived in Green River Wyoming. Wyoming is a beautiful outdoor state.

“I developed Skyline Mine which is mining underground. I own Big Pine Sports. In Fairview I managed snowmobiles. And I love snowmobiling.

“I’ve been on volunteer boards, committees and I am a Silver Beaver Scout. I like to hunt, fish and raise Arabian horses. I like to back pack, snowmobile. I believe these activities could help the small communities economically.”

**Diane Hamilton**  
**Facilitator, SISNA**

“I was Miss Rodeo Utah. I received my MA in Boulder. I am a Contemporary of Psychology in ZEN Meditation. This helps me in my job as a mediator and a group facilitator.”